N.E.

Rl.12(a)(i)
(c)(1)

1. A message delivery method, comprising:

    (a) delivering viewing behavior information of a first viewer from one or more viewing stations which the first viewer is using to a processing system;

    (b) delivering demographic information regarding the first viewer to the processing system;

    (c) delivering viewing behavior information of a second viewer from one or more viewing stations which the second viewer is using to the processing system;

    (d) delivering demographic information regarding the second viewer to the processing system

    (e) processing the first viewer viewing behavior information and demographic information regarding the first viewer delivered to the processing system to select a first viewer multimedia message targeted to the first viewer;

    (f) processing the second viewer viewing behavior information and demographic information regarding the second viewer delivered to the processing system to select a second viewer multimedia message targeted to the second viewer; and

    (g) delivering the first viewer multimedia message to a viewing station of the first viewer.

5. The method of claim 1 wherein the processing of (e) and (f) are at the processing system.

6. The method of claim 1 wherein (a) includes the viewing behavior defining first viewing behavior and the using is at a first use time, and (e) includes the message defining a first message; and further comprising:

    (h) delivering second viewing behavior information of the first viewer from a viewing station, which the first viewer is using at a second use time after the first use time, to the processing system;

    (i) processing, at the processing system, at least the first viewer demographic information and the first viewer second viewing behavior information to select a first viewer multimedia second message; and

(j) delivering the second message to a viewing station of the first viewer for viewing thereat.

9. The method of claim 1 further comprising delivering the second viewer multimedia message to a viewing station of the second viewer.

10. The method of claim 1 wherein (g) includes delivering the message with multimedia content to the viewing station of the first viewer.

11. The method of claim 1, wherein (a) includes the viewing behavior information including downloading speed information of the viewing station which the first viewer is using.

12. The method of claim 1 wherein (g) includes the viewing station including a television.

19. The method of claim 1 wherein (g) includes presenting the first viewer multimedia messages when there is a break in the availability of the multimedia content for presentation at the viewing station.

20. The method of claim 1 wherein (g) includes delivering the first viewer multimedia message to the viewing station simultaneously with the delivers of the multimedia content thereto.

21. The method of claim 1 wherein (g) includes pre-caching the first viewer multimedia message for presentation at the viewing station when multimedia content to be viewed is generally not available for presentation.

23. A message delivery system, comprising:
   a processing system;

means for delivering to the processing system viewing information on the viewing of multimedia content by a first viewer;

means for displaying at a viewing station multimedia content for viewing by the first viewer;

wherein the processing system uses the viewing information to select a desired sponsored video message;

means for delivering demographic information about the first viewer to the processing system;

wherein the processing system also uses the demographic information to select the desired message; and

means for delivering the message to a viewing station for viewing by the first viewer in conjunction with the viewing by the first viewer of the multimedia content.

25. The system of claim 23 further comprising:

means for delivering second-viewer demographic information on a second viewer to the processing system;

means for delivering to the processing system second-viewer viewing information on the viewing by the second viewer of multimedia content;

means for displaying at a viewing station multimedia content for viewing by the second viewer;

wherein the processing system uses the second-viewer demographic information together with the second-viewer viewing information to select a desired second-viewer sponsored video message different from the message for the first viewer; and

means for delivering the second-viewer message to a viewing station for viewing by the second viewer in conjunction with the viewing by the second viewer of the multimedia content.

31. A message delivery system, comprising:

first and second viewing stations;

a multimedia content server;

a message server including a plurality of different sponsored video messages;

a processing server which processes multimedia viewing information about a first viewer and therefrom selects a first message from the plurality of messages;

wherein the processing server also processes demographic information of the first viewer to select the first message;

the first station presenting the first message from the message server and multimedia content from the multimedia content server for viewing by the first viewer;

the processing server processing multimedia viewing information about a second viewer and therefrom selecting a second message from the plurality of messages;

wherein the processing server also processes demographic information of the second viewer to select the second message; and

the second station presenting the second message from the message server and multimedia content from the multimedia content server for viewing by the second server.

34.    A processing server programmed to:

receive multimedia first-viewer viewing information and first-viewer demographic information relative to a first-viewer;

process the first-viewer viewing information and first-viewer demographic information to obtain first processed information, and associate the first processed information with a first sponsored video message from a database of messages for delivery to a first viewing station for viewing by the first-viewer together with multimedia;

receive second-viewer multimedia viewing information and second-viewer demographic information relative to a second viewer; and

process the second-viewer viewing information and second-viewer demographic information to obtain second processed information and associate the second